Claims:

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- 1. A roadside post comprising an elongate body formed of sheet spring steel and having a longitudinal axis, a front face and a rear face, wherein:
- said body is elastically bendable through 90 degrees from an unbent state about a transverse axis transverse to said longitudinal axis, said front and rear faces transversely extending generally parallel to said transverse axis.
- 2. The roadside post of claim 1 wherein, said body is elastically bendable through 90° from said unbent state about said transverse axis to either side of said longitudinal axis.
- 3. The roadside post of claim 1 wherein said body is formed from sheet spring steel having a Rockwell hardness of C40 to C47.
- 4. The roadside post of claim 3 wherein said spring steel is high carbon steel C1075.
- 5. The roadside post of claim 1 wherein said body has a width of approximately 75 mm to 120 mm.
- 6. The roadside post of claim 1 wherein said sheet spring steel has a thickness of approximately 0.9 mm to 1.5 mm.
- 7. The roadside post of claim 1 wherein said body has a substantially arcuate transverse cross-section.
- 8. The roadside post of claim 7 wherein said arcuate transverse cross-section has a radius of approximately 100 mm to 250 mm.
- 9. The roadside post of claim 1 wherein said body has a channel shaped transverse cross-section comprising a central web and two lateral flanges.
- The roadside post of claim 9 wherein the angle formed between said web and each said flange is approximately 150° to 175°.
- 11. The roadside post of claim 1 wherein said post further comprises a rigid base adapted to be driven into the ground, a first end of said body being fixed to said base.
- 12. The roadside post of claim 11 wherein said base has a tapered end longitudinally distal of the body, said base tapered end being adapted to be driven into the ground.
 - 13. The roadside post of claim 1 wherein a first end of said body is adapted to be driven into the ground.

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- 14. The roadside post of claim 13 wherein said body first end is tapered.
- 15. The roadside post of claim 1 wherein said body includes a mark indicative of the location of the surface of the ground when said post is driven into the ground to a design depth.
 - 16. The roadside post of claim 15 wherein said mark is a hole.
- 17. A roadside post installation comprising the roadside post of any one of claims 1 to 16 in which said post is driven into the ground.
- 18. The roadside post installation of claim 17 wherein a recess is formed in the ground immediately adjacent said body to allow uninhibited bending of said body, said recess extending across either of said front face and said rear face.
- 19. The roadside post of claim 18 wherein said recess extends approximately 50 mm to 150 mm from said transverse axis at the surface of the ground.
- 20. The roadside post of claim 18 wherein said recess has a depth of approximately 50 mm to 150 mm.
- 21. The roadside post installation of claim 18 wherein two said recesses are formed in the ground, a first said recess extending across said front face and a second said recess extending across said rear face.
- 22. The roadside post installation of claim 18, and comprising the roadside post of claim 11, wherein the entire said base is located beneath the surface of the ground.
- 23. The roadside post installation of claim 22 wherein the top of said base is located at a depth of approximately 50 mm to 150 mm beneath the surface of the ground.
- A method of installing the roadside post of any one of claims 1 to 16, said method comprising driving said post into the ground.
- 25. The method of claim 24 wherein the method further comprises forming a recess in the ground immediately adjacent said body to allow uninhibited bending of said body, said recess extending across either of said front face and said rear face.
- 26. The method of claim 25 wherein said recess extends approximately 50 mm to 150 mm from said transverse axis at the surface of the ground.
- The method of claim 25 wherein said recess has a depth of approximately 50 mm to 150 mm.
- 28. The method of claim 25 wherein two said recesses are formed in the ground, a first said recess extending across said front face and a second said recess extending across said rear face.